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EMPLOYEE ENGAGEMENT ACTIVITIES AT GREEN HOTELS – ROLE OF DEMOGRAPHIC FACTORS BASED ON THEIR BRANCHES

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ABSTRACT

Organizations around the world face tough competition in today's rapidly growing environment. Part of the solution to this critical challenge is to involve employees who can benefit from competitors. It is the expansion of employee commitment, to which employees make their work discretionary in the form of extra time, enthusiasm and mental capacity. More investment returns, greater self-drive, reliability, business loyalty, and lower absenteeism can be provided for full-time employees. This study investigated the degree to which employee commitment satisfactions in the various sizes of the work force have contributed to the level of employee involvement, including their names, work experience, qualifications, age, gender and marital status. This study was carried out in Hyderabad, Chennai and Visakhapatnam by a sample size of 310 in 2020 among staff from the leading Green Hostels. Statistical tools such as the chi-square test and the One – Way ANOVA was used for this study. The results show significant differences in hotel branches when comparing the observed frequencies vs. the expected frequencies for the three demographic variables under study, i.e. gender, education and designation, as well as the results show significant differences in hotel branches when compared to the mean between the two.

1.   Introduction

New human resources practises have become very important for the survival of business in this era of globalisation and industrialization, where there is a large scale of competition in the corporate world at domestic as well as global levels. An entity that aims to grow and expand must be in harmony with the changing needs of the world. Employee engagement continues to be one of the main instruments for keeping employees engaged, which also helps to retain talent. The importance and strength of the relationship between psychological freedom and its dimensions (meaning, competence, self-determination and impact) and the involvement of employees was assessed.

The engagement of employees describes the process by which employees are encouraged to be positive to maximise their performance. For instance, employee commitment initiatives are not included in a contract of an employee, unlike pay related to performance. Rather, they aim to create an atmosphere in which staff can see the general objective of the business, have an appreciation by their employers and can express their opinions comfortably. The commitment of employees is to understand one's role within an organisation, and to see and energise where it fits in with the organisation's objectives. The commitment of employees is to understand one's role within an organisation, and to see and energise where it fits in with the organisation's objectives. Employee involvement aims to have a clear understanding of how an organisation achieves its goals, how it is moving to better fulfil them and how it can offer insights and opinions in its path that are taken into account when making decisions. The commitment of employees is intended to be fully integrated into the team as a member of the organisation and aims at enabling the employees to receive regular feedback. Engaged organisations have solid and genuine values that are clearly demonstrated by mutual respect and fairness, where two-way promises and commitments between employers and employees are understood and fulfilled.

2.   Literature Review

According to Harter, Schmidt and Hayes (2002), the involvement of workers is satisfaction for the employees and the commitment with enthusiasm to work. Employee engagement is a complex concept and is influenced by a range of factors, from corporate communication, culture and management styles to leadership, respect, trust and reputation for the company. **According to Schaufeli et al. (2002),** hired employees have a strong and positive connection with jobs that can meet the demands of their work and the attitude with a fulfilling, positive, job-related attitude that can characterize dedication, vigor and absorption.

According to Robinson, Perryman and Hayday (2004), the commitment of employees to the company and its values is, Work-related excitement, optimism in life and good attitude combined with vigorous proactivity give the company more appealing profiles. **According to Wellins and Concelman**

(2004), report that employee involvement is the illustrious force that engages and encourages employees to perform at a higher level.

Fleming, Coffman and Harter (2005) stated that, the employees who are all committed to the job (work) are known as engaged employees. The employee engagement is a concept that has many dimensions like pride, passion, integrity and confidence **(The Gallup Organization, 2005).** Employee engagement is defined as an intellectual and emotional commitment to the organization **(Shaw 2005; Baumruk 2004; Richman 2006).**

Work is a degree of emotional, cognitive, and physical participation in the role and how employees interact with the work, as well as their personal relationship to their work and coworkers **(Ferrer, 2005). Macey and Schneider (2008),** It has been stated that the commitment of employees is amongst the conditions that are desirable for an organizational objective and involves passion, energy, enthusiasm, commitment and commitment, and therefore has components of behaviour and attitude. Employee involvement in some specific role of work, involving increased absorption and attention, can be defined as a psychological presence **(Saks, 2006; Bakker and Schaufeli, 2008).**

3.   Research Gap

Based on the Literature review it is found that employment engagement related to hotel industry no studies are identified in India. So, that employment engagement in hotel industry was considered for my study to know the how effective it is, in the present competitive environment.

4.   Objective of the Study

To understand whether there is a substantial difference among the employees in green hotel branches based on various parameters such as designations, experience, education qualification, age and gender.

5.   Hypothesis of the Study

H1: There is a significance difference between age and branches of hotels.
H2: There is a significance difference between gender and branches of hotels.
H3: There is a significance difference between designation and branches of hotels.
H4: There is a significance difference between experience and branches of hotels.
H5: There is a significance difference between education and branches of hotels.

6.   Methodology of the Research

In this study structured questionnaire was used to collect data among the employees of one of the leading Indian Green Hostels located in the Hyderabad, Chennai and Visakhapatnam with a sample of 310 respondents. Out of 310 sample respondents, 120(39%) respondents are considered from

Hyderabad, 82(26%) are covered from Visakhapatnam and the remaining 108(35%) respondents are considered from Chennai by using random number generation method as per the population with respective the area which was surveyed. Chi-square test and One-way ANOVA were used for the given objective and various hypotheses.

7. Data Results and Analysis

To understand the observed & expected frequencies difference and mean difference between demographic factors like, years of work experience, qualification, age, gender and marital status among the employees by using chi-square test and One-Way ANOVA test.

H1: There is a significance difference between gender and branches of hotels.

Table: 1 Gender * Branch Crosstabulation						Total
			Branch			
			1	2	3	
Gender	1	Count	74	108	77	259
		Expected Count	68.5	100.3	90.2	259.0
	2	Count	8	12	31	51
		Expected Count	13.5	19.7	17.8	51.0
Total		Count	82	120	108	310
		Expected Count	82.0	120.0	108.0	310.0

Source: Calculated from Primary data

Table: 2 Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.103[a]	2	.000
Likelihood Ratio	17.255	2	.000
Linear-by-Linear Association	13.534	1	.000
N of Valid Cases	310		
a. The expected number of 0 cells (0.0 percent) is less than 5. The minimum number expected is 13.49.			

Source: Calculated from Primary data

From the above table 1 & 2 for the purpose of this analysis, only the Pearson Chi-Square statistic is needed because of assumption chi square test was met which is expected cell count below 20 per cent. For the chi-square statistics, the p-value is .000, which is lower than the alpha level of .05. There is sufficient evidence for the null hypothesis to be rejected. So, concluded that evidence from the sample shows that there is a significant difference between male and female based on branches.

H2: There is a significance mean difference between age and branches of hotels.

Table: 3 *ANOVA*

Branch

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.514	2	8.257	14.797	.000
Within Groups	171.306	307	.558		
Total	187.819	309			

Source: Calculated from Primary data

Table: 4 *Multiple Comparisons*

Dependent Variable: Branch

Games-Howell

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
2	3	.341*	.089	.000	.13	.55
	4	.786*	.140	.000	.45	1.12
3	2	-.341*	.089	.000	-.55	-.13
	4	.445*	.138	.007	.11	.78
4	2	-.786*	.140	.000	-1.12	-.45
	3	-.445*	.138	.007	-.78	-.11

*. The mean difference is significant at the level of 0.05.

Source: Calculated from Primary data

From the above table 3 & 4 for the purpose of this analysis, One-Way ANOVA is needed because of the age has more than two groups. The p-value is .000, smaller than the .05 alpha level. Therefore, to reject the null hypothesis, there is enough evidence. So, concluded that evidence from the sample shows that there is a significant mean difference between age based on branches.

H3: There is a significance difference between designation and branches of hotels.

Table: 5 *Designation * Branch Crosstabulation*

			Branch			Total
			1	2	3	
Designation	1	Count	66	91	72	229
		Expected Count	60.6	88.6	79.8	229.0
	2	Count	11	15	25	51
		Expected Count	13.5	19.7	17.8	51.0
	3	Count	5	14	11	30
		Expected Count	7.9	11.6	10.5	30.0
Total		Count	82	120	108	310
		Expected Count	82.0	120.0	108.0	310.0

Source: Calculated from Primary data

Table: 6 Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.455[a]	4	.114
Likelihood Ratio	7.403	4	.116
Linear-by-Linear Association	3.492	1	.062
N of Valid Cases	310		
a. The expected number of 0 cells (0.0 percent) is less than 5. The minimum number expected is 7.94.			

Source: Calculated from Primary data

From the table 5 & 6 only the Pearson Chi-Square statistic is needed because of assumption chi square test was met which is expected cell count below 20 per cent. The p-value is .114, greater than the .05 alpha level. Therefore, to reject the null hypothesis, there is no enough evidence. So, concluded that evidence from the sample is that there is a no significant difference between designations and branches.

H4: There is a significance mean difference between experience and branches of hotels.

Table: 7 ANOVA					
Branch					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.251	3	4.084	7.117	.000
Within Groups	175.569	306	.574		
Total	187.819	309			

Source: Calculated from Primary data

Table: 8 Multiple Comparisons						
Dependent Variable: Branch						
Games-Howell						
(I) Experience	(J) Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.212	.108	.207	-.49	.07
	3	-.716[*]	.145	.000	-1.10	-.33
	4	-.107	.116	.796	-.41	.19
2	1	.212	.108	.207	-.07	.49
	3	-.503[*]	.143	.005	-.88	-.12
	4	.106	.114	.788	-.19	.40
3	1	.716[*]	.145	.000	.33	1.10
	2	.503[*]	.143	.005	.12	.88
	4	.609[*]	.149	.001	.22	1.00
4	1	.107	.116	.796	-.19	.41
	2	-.106	.114	.788	-.40	.19
	3	-.609[*]	.149	.001	-1.00	-.22
*. The mean difference is significant at the level of 0.05.						

Source: Calculated from Primary data

From the above table 7 & 8 for the purpose of this analysis, One-Way ANOVA is needed because of the experience has more than two groups. The p-value is .000, smaller than the .05 alpha level. Therefore, to reject the null hypothesis, there is enough evidence. So, concluded that evidence from the sample is that there is a significant mean difference between experiences based on their branches.

H5: There is a significance difference between education and branches of hotels.

Table: 9 *Education * Branch Crosstabulation*

			Branch			Total
			1	2	3	
Education	1	Count	78	118	108	304
		Expected Count	80.4	117.7	105.9	304.0
	2	Count	4	2	0	6
		Expected Count	1.6	2.3	2.1	6.0
Total		Count	82	120	108	310
		Expected Count	82.0	120.0	108.0	310.0

Source: Calculated from Primary data

Table: 10 *Chi-Square Tests*

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.918[a]	2	.052
Likelihood Ratio	6.912	2	.032
Linear-by-Linear Association	5.670	1	.017
N of Valid Cases	310		
a. Three cells (50.0 percent) are expected to be less than 5. 1.59 is the minimum number expected.			

Source: Calculated from Primary data

From the above table 9 & 10 for the purpose of this analysis, Likelihood Ratio statistic is needed because of assumption chi square test was not met which is expected cell count below 20 per cent. The p-value is .032, smaller than the .05 alpha level. Therefore, to reject the null hypothesis, there is enough evidence. So, concluded that evidence from the sample shows that there is a significant difference between educations based on their branches

8. Conclusion

The building of commitment is a never ending process that provides the basis for a meaningful, emotionally enriching work experience. It is more than happy and more money for people. Results indicate significant differences in branches of hotels when compared observed frequencies vs. expected frequencies for the three demographic variables under study, i.e. gender, education and designation as well as results show significant differences in branches of hotels when compared mean between groups for the two demographic variables under study, i.e. age and experience. Findings from this study will assist management decision-makers in creating a suitable recruitment and selection process to enhance employee involvement. Additionally, the results of this study can be

applied in the design of studies in other private-sector and public-sector organisations.

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